SCORECARD 02-A · SIMPLIFIED PREVIEW

The UX Health Scorecard

One number, eight dimensions, forty criteria — and no way to argue with it.

This is the simplified printable version of the scorecard inside the kit. The full workbook computes every figure live from your evidence: dimension scores, weighted journey scores, coverage, and the headline product health number. Use this page to see how the method thinks before you buy.

DIMENSION	WEIGHT	CRITERIA	SCORE 0–4	WEIGHTED
Usability	20%	5	—	—
Information architecture	15%	5	—	—
Accessibility	15%	5	—	—
Task completion	15%	5	—	—
Onboarding	10%	5	—	—
Trust	10%	5	—	—
Conversion	10%	5	—	—
Visual craft	5%	5	—	—
PRODUCT HEALTH	**100%**	**40**		**— / 100**

SCORE	BAND	WHAT IT MEANS FOR THE ENGAGEMENT
85–100	Exemplary	Protect the pattern. Audit becomes a benchmark, not a repair list.
70–84	Strong	Targeted fixes. A short roadmap, mostly quick wins.
55–69	At risk	Structural work. Two or three dimensions need redesign.
40–54	Weak	Programme, not project. Budget for sequencing across quarters.
0–39	Critical	Stop-ship issues. Safety and trust findings come first.

The normalisation. Dimension score = (sum of criterion scores ÷ (4 × criteria scored)) × 100. Journey score = weighted mean of dimension scores. Product health = mean of journey scores, weighted by journey traffic where known. **The coverage gate:** the workbook refuses to publish a headline score below 70% coverage — 141 of 160 ratings in the sample report.

CRITERIA 1–40 OF 40

The forty criteria

Score each 0–4. Write the evidence reference beside it.

ID	CRITERION	0	1	2	3	4	EVIDENCE REF
U1	Primary action visible without scrolling	☐	☐	☐	☐	☐	
U2	Labels use the user's vocabulary	☐	☐	☐	☐	☐	
U3	Inputs state format before submit	☐	☐	☐	☐	☐	
U4	Errors explain cause and next step	☐	☐	☐	☐	☐	
U5	Destructive actions confirmed and reversible	☐	☐	☐	☐	☐	
I1	Navigation organised around user goals	☐	☐	☐	☐	☐	
I2	Current location always identifiable	☐	☐	☐	☐	☐	
I3	Core task reachable in ≤3 interactions	☐	☐	☐	☐	☐	
I4	Search and filter results predictable	☐	☐	☐	☐	☐	
I5	Related objects cross-linked	☐	☐	☐	☐	☐	
A1	Flow completable by keyboard alone	☐	☐	☐	☐	☐	
A2	Focus visible and in logical order	☐	☐	☐	☐	☐	
A3	Contrast meets 4.5:1 / 3:1	☐	☐	☐	☐	☐	
A4	Semantic structure and labels	☐	☐	☐	☐	☐	
A5	Status changes announced	☐	☐	☐	☐	☐	
T1	Explicit success confirmation	☐	☐	☐	☐	☐	
T2	Failure states recoverable	☐	☐	☐	☐	☐	
T3	Progress preserved across sessions	☐	☐	☐	☐	☐	
T4	System state matches expectation	☐	☐	☐	☐	☐	
T5	Time to complete within benchmark	☐	☐	☐	☐	☐	
O1	First value before setup completes	☐	☐	☐	☐	☐	
O2	Empty states teach the first action	☐	☐	☐	☐	☐	
O3	Sample data or templates available	☐	☐	☐	☐	☐	
O4	Guidance dismissible and re-findable	☐	☐	☐	☐	☐	
O5	Returning user resumes where they left	☐	☐	☐	☐	☐	
R1	Pricing visible before account creation	☐	☐	☐	☐	☐	
R2	Data use explained at point of request	☐	☐	☐	☐	☐	
R3	Support path within two interactions	☐	☐	☐	☐	☐	
R4	Cancel as easy as upgrade	☐	☐	☐	☐	☐	

ID	CRITERION	0	1	2	3	4	EVIDENCE REF
R5	Social proof specific and verifiable	☐	☐	☐	☐	☐	
C1	Value proposition above the fold	☐	☐	☐	☐	☐	
C2	Commitment asks sequenced after value	☐	☐	☐	☐	☐	
C3	Form length matches decision risk	☐	☐	☐	☐	☐	
C4	Objections handled at the moment	☐	☐	☐	☐	☐	
C5	Commitment flow has no dead ends	☐	☐	☐	☐	☐	
V1	Type hierarchy ≤3 levels per screen	☐	☐	☐	☐	☐	
V2	Spacing follows a consistent scale	☐	☐	☐	☐	☐	
V3	Colour carries meaning	☐	☐	☐	☐	☐	
V4	Components consistent across journeys	☐	☐	☐	☐	☐	
V5	Imagery supports comprehension	☐	☐	☐	☐	☐	

Score 0 = blocker, task cannot complete. 1 = completes only with a workaround. 2 = completes but slowly or confusingly. 3 = minor friction only. 4 = strong, no meaningful issue. Every rating carries a reference — a replay timestamp, a ticket ID, a screenshot filename — or it is marked provisional and excluded from the headline score.